

## **Pengetahuan Merek Handphone Nokia Pada Masyarakat Kota Palembang**

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### *ABSTRACT*

*This study aims to test knowledge of mobile phone brand Nokia in the city of Palembang divided into brand image and brand awareness. The population in this study were all community Palembang ever use Nokia mobile phones. The sample is set by purposive sampling. The sample set of 100 respondents from the Nokia Care Center - Palembang Square, and Erafone PTC. In analyzing the study data used SPSS ver. 16.0. The results showed that the people of the city of Palembang has the opinion that a good brand image and awareness Nokia mobile phone brand Nokia either. For analysis kaulitatif brand awareness: Top of Mind is owned by the mobile phone brand Nokia and Brand Recall is more likely on the Samsung and Blackberry.*

***Keywords: Brand Knowledge, Brand Awareness and Brand Image.***